Open Learning

UMD's Platform for Non-Credit Offerings
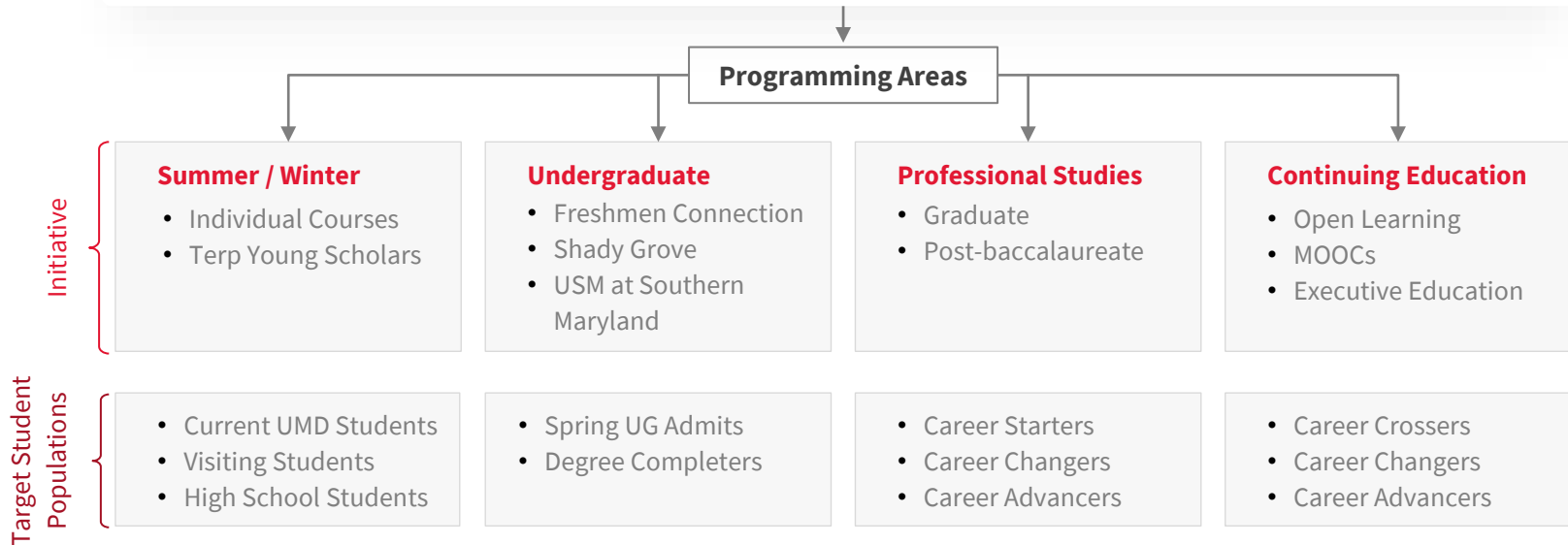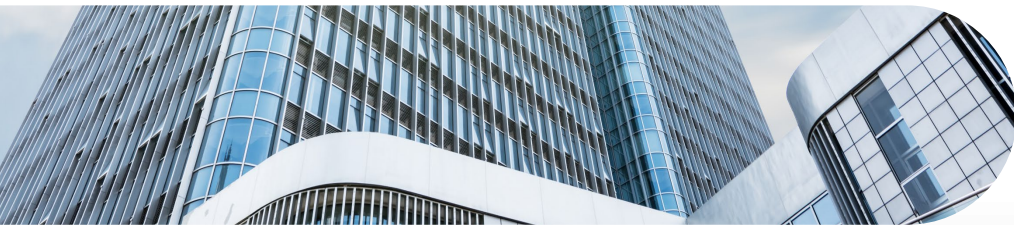
UNIVERSITY OF MARYLAND EXTENDED STUDIES

Extended Studies OVERVIEW

Reporting to the Associate Provost, Extended Studies (EXST) provides administrative services for a broad range of self-support credit and non-credit educational initiatives. Services include program development, delivery and management, marketing and communication, student services, and financial management.

Programming Areas

Initiative

Summer / Winter
- Individual Courses
- Terp Young Scholars

Undergraduate
- Freshmen Connection
- Shady Grove
- USM at Southern Maryland

Professional Studies
- Graduate
- Post-baccalaureate

Continuing Education
- Open Learning
- MOOCs
- Executive Education

Target Student Populations

- Current UMD Students
- Visiting Students
- High School Students

- Spring UG Admits
- Degree Completers

- Career Starters
- Career Changers
- Career Advancers

- Career Crossers
- Career Changers
- Career Advancers

EXTENDED STUDIES

Professional & Continuing Education OVERVIEW

In 2008, PCE generated approximately $1.6 million in annual revenue for academic units

In AY 2023-24, PCE is estimated to generate approximately $17 million in annual revenue for academic units

History
- o 2008: Grad & Post-Bacc Programs
- o 2013: MOOCs
- o 2019: Open Learning
- o 2020: Executive Education

Vision
- o To be the university's preferred partner for professional & continuing education

Mission
- o To provide comprehensive administrative support to help campus units quickly respond to Maryland workforce needs

EXST provides administrative support for a variety of credit and non-credit offerings

Focus

| Grad / Post-Bacc Programs | MOOCS | Open Learning | Executive Education |

Streamlined processes allow units to quickly respond to demand

Enrollment Snapshot

- 1,250 Current Grad & Post-Bacc Students
- 3,500,000 MOOC Learners
- 93,050 Open Learning Registrations
- 35 Executive Education Contracts

What is OPEN LEARNING

Open Learning is the university's all-in-one learning solution and a UMD-branded online catalog of non-credit continuing education opportunities. It is designed to serve current UMD students, faculty, and staff as well as members of the local and state community and beyond.

Platform features include a registration system, payment gateway, seamless integration with ELMS-Canvas, and automated Certificates of Completion.
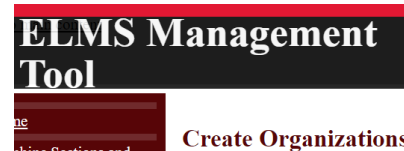
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Non-Credit Platform **USE COMPARISON**

The university has three UMD-hosted non-credit platforms. Appropriate platform use is dependent on the specific capabilities needed and intended audience.
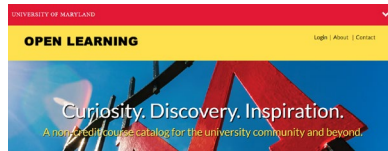
	Open Learning	**Organization Space**	**Workday**
Intended Use	A course catalog, registration platform, and payment gateway	Support teaching, research, and administrative purposes	Assigning and tracking non-academic professional development or required compliance training
Non-Credit Course Type	Non-Credit Academic Courses, Orientations, Workshops, Trainings	Collaborative space	Non-Academic; Required or Professional Development Training; Learning Campaigns
Course Space	ELMS-Canvas	ELMS-Canvas	Workday
Audience	UMCP Faculty/Staff/Students, Non-UMCP, Community-facing	UMCP Faculty/Staff/Students	Faculty/Staff/Student *Employees* of UMCP, USMO, UMCES, and UMES

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Open Learning OVERVIEW

Open Learning
Get the skills you need when you need them

Course Catalog
One-stop shop for all UMD non-credit offerings

Registration Platform
Students can find the courses they want and enroll in minutes

Payment Gateway
Students can pay via debit/credit card and are pushed directly into the ELMS-Canvas course

Certificates of Completion
Automatically issued to students upon completion

Reporting
Track student completion and quickly generate enrollment and revenue reports

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Open Learning USE CASES

Level-setting

Offer pre-course or pre-program workshops so students can hit the ground running the first day of class

Professional Development

Provide non-credit courses that give students access to the skills they need when they need them

Community Engagement

Offer webinars to engage alumni and internal / external community members

Bellwether

Test market demand for new courses and programs while allowing students to test drive a course

Why Use Open Learning?

Certificates

Award an *Open Learning Certificate of Completion* (free) or a *UMD CEU Certificate* (fee based).

Generate Revenue

Create diversified revenue streams

Recruit Students

Offer info sessions, track student interest, and communicate with prospective students

Increase Capacity

Provide on-demand orientation sessions to increase staff capacity

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Open Learning
STOREFRONT

The storefront showcases UMD's catalog of ELMS-Canvas hosted non-credit offerings.

Courses or Programs can be:
- Free, charge a fee, or offer discounts
- Online or in person
- Asynchronous or Synchronous
- Specific dates, open/self-paced, or time-limited

Teaser
COURSE CARD

Cards are viewable on the storefront to provide basic course information at a glance.

1. Image
2. Title
3. Teaser (short description that includes contact information)
4. Logo
5. Dates
6. Cost (if applicable)

FREE

NCHRONOUS
INNOVATION TOOLS & MINDSET TRAINING

ACADEMY FOR
INNOVATION &
ENTREPRENEURSHIP
UNIVERSITY OF MARYLAND
INNOVATION.UMD.EDU

Innovation Tools & Mindset Asynchronous Training

Immerse yourself in innovation tools and mindsets in this highly-interactive, self-paced asynchronous training.

ACADEMY FOR
INNOVATION &
ENTREPRENEURSHIP

Started Aug 16, 2022
FREE

Business Negotiations: A Workshop to Hone Your Skills

Join this experiential learning workshop to understand the strategy and psychology behind effective negotiations and learn how to apply it for win-win negotiations!

ROBERT H. SMITH
SCHOOL OF BUSINESS
OFFICE OF EXECUTIVE EDUCATION

Time limit: 3 days
$2,000 | 1.8 CEUs

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Details
COURSE LISTING

The listing page allows unlimited and customizable description space to provide an overview, highlights, contacts, and key information.

- Enrollment access point
- Enrollment closed notification if unavailable
- Description area editable via intuitive rich text editor tools or HTML flexibility

Instructions
HOW TO ENROLL

Utilize or share our simplified "How to Enroll" PDF instructions with your target audience, or incorporate them into your course listing page.

- Incorporate step by step or linked instructions into your course listing page.
- Record a demo to share! *(DEMO example)*

Bundled Courses
PROGRAM LISTING

Curate a special series, tailor specific learning tracks, or offer package incentives by grouping a-la-cart courses into various programs.

- Same look and feel as course listings
- Add courses as "requirements"
- Included courses listed in header area

EXTENDED STUDIES

Registration & Payment
GATEWAY

- Offer discounts via promotion codes
- Self-enrollment and credit/debit card payment
- Units receive revenue immediately

Registration / User Accounts

Users must first sign in with a UMD Directory ID (user account login credentials) to enroll in a course.

- *UMD Students/Faculty/Staff:* Sign in with their UMD Directory ID using CAS
- *Non-UMD Users:* Create a UMD Directory ID by setting up and logging in with a UMD Associate Account

Machine Learning for Materials Research 2022

Live, In-Person and Online, Aug 8-12, 2022

Faculty, staff, and students can sign in using their UMD Directory ID. All others must first Create an Associate Account and then sign in. Once signed in, you will be able to enroll.

Sign in Here

Promotion Code

Apply

Total: $230

I'm not a robot — reCAPTCHA — Privacy - Terms

Proceed to Payment

To request Accessibility & Disability Services (ADS), contact oes@umd.edu with course details.

Contact Canvas Support (Instructure) if you experience any technical difficulties by calling (877) 399-4090 or by visiting the live chat.

EXTENDED STUDIES

Data Access
ANALYTICS

Provides summary and user data of 1) enrollments, 2) revenue, and 3) completions.

- Filter to customize results
- Export data to CSV file
- Administrators may have access to multiple subcatalogs

EXTENDED STUDIES

Automated
OPEN LEARNING CERTIFICATE OF COMPLETION

- No Fee
- Customizable to include logos and signatures
- Generated upon course completion when set module requirements are satisfied
- Instantly downloadable via the Student Dashboard
- Emailed directly within 24 hours

(Not for use to issue UMD CEU Certificates)

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CERTIFICATE OF COMPLETION

FirstName LastName

has successfully completed

UMD Certificate Design Preview

a non-credit course offered through

Extended Studies

July 31, 2023

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Showcase
PROFESSIONAL ACHIEVEMENTS

Add certificates and credentials to LinkedIn. Follow LinkedIn's easy-to-follow instructions under "manage licenses & certifications."

- Open Learning Certificates of Completion: View and Download from the Student Dashboard
- UMD CEU Certificates: Issued by EXST, distributed to participants by the unit

Open Learning TUITION & FEES

Extended Studies administers Open Learning as a service to the university and does not charge a fee for Open Learning.

Tuition

- Units set course enrollment fee
- Offerings can be free or charge a fee
- Discounts optional via:
    - Promotion codes *(percentage or flat amount)*
    - Program offering *(specified course bundle)*

DIT Technology Fee

- $10 per enrollment
- Waiver available for free courses exclusive to UMD students/faculty/staff audiences

More information

Automated Certificates of Completion

- FREE! Included feature

UMD CEU* Certificate Fee
University of Maryland Continuing Education Unit

- $25 per qualifying participant
- EXST pre-approval required to offer UMD CEUs
- Certificates issued by EXST in digital format
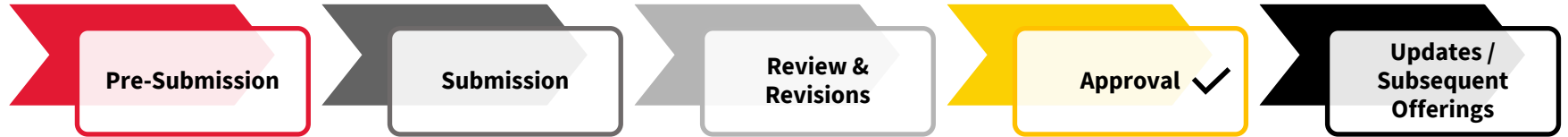- EXST maintains five (5) year record of UMD CEUs awarded

EXTENDED STUDIES

Open Learning APPLY TODAY

Open Learning Application

Approval Process Timeline

Pre-Submission	Submission	Review & Revisions	Approval ✔	Updates / Subsequent Offerings
Advanced preparation	*Minimum 30 days prior to enrollment open*	*1-30 days*	*Course approvals do not expire*	*Notify EXST prior to creation*

✓ Open Learning Administrator Training

If Applicable:
✓ DIT Technology Fee Waiver
✓ MOU Third-Party Agreement
✓ UMD CEU Calculation Worksheet

✓ *NEW* Application Submission

✓ EXST Initial Review:
  • 1-10 business days
✓ Complete Review/ Approval:
  • 1-30 days

✓ Collection of Signature Approvals
✓ EXST Official Approval Notification

✓ *EXISTING* Course Update Notification

I.e., Choose the *EXISTING* Application Type
  • Applicable to previously approved courses
  • No signature re-approval required

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Open Learning **RESOURCES**

Visit the **Open Learning** Extended Studies Administrative Website to find more information, forms, and resources for offering non-credit content.
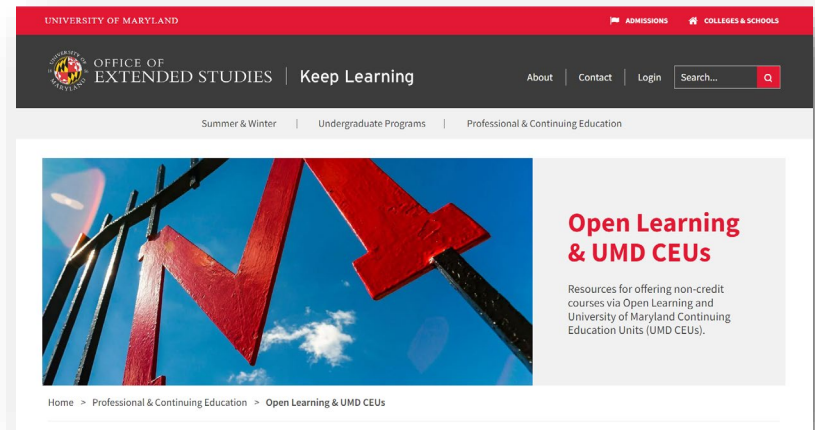
EXTENDED STUDIES

FEARLESSLY FORWARD

Bill Aarhus, Assistant Director, Strategic Initiatives for Continuing Education

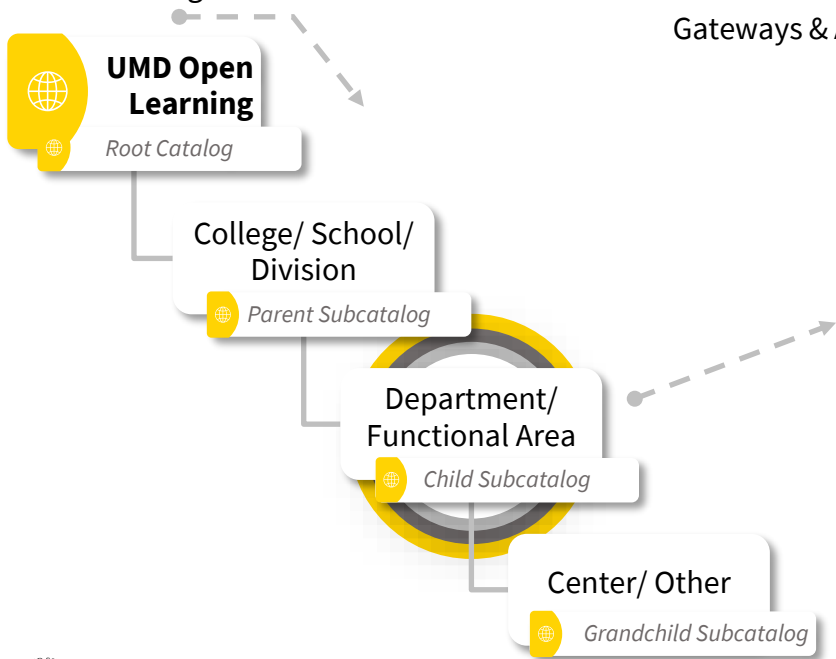0600 Service Building, 7757 Baltimore Avenue, College Park, MD 20742

exst.umd.edu | openlearning@umd.edu

Catalog Gateways & Access STRUCTURE & FUNCTION

Structure
Tiered Catalogs

UMD Open Learning
Root Catalog

College/ School/ Division
Parent Subcatalog

Department/ Functional Area
Child Subcatalog

Center/ Other
Grandchild Subcatalog

Function
Gateways & Access

Administrator Access

Administrators have access to all subcatalogs and courses existing at and below this level

Subcatalog

Payment Gateway

Revenue funds routed into the connected KFS account

Enrollment Gateway

Enrollments routed into the connected ELMS-Canvas course space

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